

June 1985

## STUDY OF OL's SERVICE ENVIRONMENT AND WAYS TO ENHANCE OL's IMAGE

The Director of Logistics has asked IMSS to undertake a directorate-level objective to enhance OL's image as a service organization. The following questions serve as a point of departure to help us determine how OL can improve its services/support....or better acquaint other components with our role in the Agency. Feel free to tailor the questions to your component or expand them as you think best contributes to this effort. Please add continuation sheets as needed.

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1. In your component, what activities/products/services act as "image creators" for you and OL?

a. Provision of ~~services~~ <sup>facility</sup> support services,  
I.C. repair, alterations and modifications ~~and~~

b.

c.

d.

e.

f.

g.

h.

i.

j.

SECRET (when filled in)

SECRET (when filled in)

## QUESTIONS FOR OL DIVISIONS/STAFFS (page 2)

2. What do you think are your customers' perceptions of your component's services and image in each of the above areas? Key your answer to the appropriate letter in Question 1.

- a. I believe our customers perceive that we are trying to provide a professional and timely service. They are aware however that there are many factors which complicate our efforts.
- b.
- c.
- d.
- e. This often leads to frustration on our and their part and does not help our image.
- f.
- g.

3. In which areas could your component project a better image or provide a better service? How? (Key your answer to the appropriate letter in Question 1.)

- a. I believe that a delegation of contracting authority to logistics and administrative ~~offices~~ officers ~~of~~ for projects under \$1,000 would allow EBOB to provide a better service.
- b.
- c.
- d.
- e. By doing this we could concentrate more on the larger and more ~~important~~ important projects and leave the lesser ones to others.
- f.
- g.

SECRET (when filled in)

QUESTIONS FOR OL DIVISIONS/STAFFS (page 3)

4. What additional services/support could your component add to improve customer relations and enhance OL's image? Please indicate priority.

Achievable with present resources

- a. Delegate \$1,000 contracting authority to  
Logistics and Admin officers

b.

c.

d.

e.

f.

g.

Achievable with additional resources (specify resources)

- a. More personnel

b.

c.

d.

e.

f.

g.

SECRET (when filled in)

QUESTIONS FOR OL DIVISIONS/STAFFS (page 4)

5. What other factors do you think influence OL's image? How can they be changed to enhance OL's image?

- a. I believe the "you call me hand" syndrome
- b. leads people to believe we are less
- c. than professional.
- d. I think OL needs to get its
- e. message out and stop trying
- f. to be all things to all
- g. people.

6. How can we best communicate to others in the Agency the scope and importance of OL's services/support?

- a. Advertise
- b. Educate
- c. Inform
- d.
- e.
- f.
- g.

SECRET (when filled in)

QUESTIONS FOR OL DIVISIONS/STAFFS (page 5)

7. What public relations tools could you suggest to enhance OL's image (e.g., employee bulletins, posters, brochures, video presentations, briefings)?

- a. Video presentations of Logistics, RECD
- b. Procurement, P + P D, etc. personnel
- c. both at home and overseas
- d. could be most helpful in
- e. enhancing our image.

f.

g.

8. If we were to conduct a voluntary random survey of the perceptions of OL within the Agency, who would you recommend be queried and with what specific questions?

a. ~~RECD~~

b.

c.

d.

e.

f.

g.

SECRET (when filled in)

SECRET (when filled in)

QUESTIONS FOR OL DIVISIONS/STAFFS (page 6)

9. Has your component conducted a customer survey within the past two years? \_\_\_\_\_ If "yes," please make copies of the survey and results available to IMSS. (Elaborate, if desired, on any changes made as a result of the survey or any changes suggested but not implemented.)
10. What other suggestions do you have for enhancing OL's image that are not specifically addressed in these questions?
- a.
  - b.
  - c.
  - d.
  - e.
  - f.
  - g.

SECRET (when filled in)